

Mayor's Council on African American Elders

C/O – Aging and Disability Services, Seattle-King County
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Retreat Summary

March 18, 2011

Members Present – Gwendolyn Phillips Dotson, Chair, Cynthia Andrews, Rose Floyd, Karen Kent, Marti Lindeman, Michael Lusk (Appointment Pending), Helen Sikov, Anthony Shoecraft Jeannine Skinner (Appointment Pending)

Members Excused: Rowena Rye

Staff – Karen Winston, Rosemary Cunningham

I. 2011 Goals for the Chair

Following introductions and the Two Truths and a Lie ice-breaker exercise, Gwendolyn discussed her vision and goals for the MCAAE for 2011 as follows:

- More connection with African American churches – to inform them about the MCAAE and available programs and services for elders.
- Establish connections with other jurisdictions in King County and invite liaisons to represent their cities on the MCAAE; or establish task forces or subcommittees to include liaisons from other cities.
- Have more events that would involve older African Americans.
- Develop a brochure for clergy about how to better serve elders in their congregations.
- Plan another clergy workshop for the fall of 2011.
- Conduct a mapping process to determine the churches to target.
- Survey African American churches to determine if they have a Seniors Ministry and, if so, inform them of
- Partner with the MCAAE to host a resource table at regional church events/conventions to inform participants of the MCAAE and available programs and services.
- Point community members and church representatives to the MCAAE FaceBook page and website for more information.

Rose volunteered to survey churches when selected. Michael volunteered to develop the list of information and available services that could be provided to churches. The group decided it would be ideal to highlight those programs and services that best serve African American elders, such as the AAEP, the Alzheimer's Association, etc.

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II. Committee Updates

After lunch, members broke into committees. Their assignment was to answer the following questions: 1) What is the committee focus for 2011?; 2) What are the expectations for committee members?; 3) How often will the committee meet?

Community Outreach & Education Committee (Michael, Jeannine, Karen, Rose, Helen)

2011 Focus	Expectations	Meeting Frequency
1. Continue clergy outreach and education 2. Conduct outreach to kinship caregivers (i.e. grandparents raising grandchildren)	1. Build on previous outreach efforts, especially to clergy 2. Expansion of contacts to broader areas in King County	1. Joint meetings a half hour before the regular monthly meetings 2. Phone conferences as needed

Committee Purpose:

- Educate elders about existing resources
- Enhance knowledge of community gatekeepers
- Reduce health disparities and provide health education
- Collaborate with aging service providers
- Develop training topics requested by the community

Committee Activities

Karen K. – Trainings and staffing MCAAE information tables

Michael – Group outreach, presentations, staffing MCAAE information tables, and resource development

Helen – Calling, visiting, delegation

Jeannine – Trainings, staffing MCAAE information tables

Rose – Calls, visiting, presentations, and mailings.

Legislative Advocacy Committee (Anthony, Gwendolyn, Karen W.)

2011 Focus	Expectations	Meeting Frequency
1. Advocate on local, state and federal issues that impact African American elders; 2. Advocate to sustain and/or increase existing funding for programs and services of older adults	1. Attend ADS Advisory Council monthly meetings 2. Participate in annual Senior Lobby Days 3. Participate in annual African Am. Lobby Days 4. Increase visibility	1. Meets frequently when planning the annual legislative forum 2. As needed

Committee Activities

1. Plan the Annual Community Legislative Breakfast Forum, to be held at the Central Area Senior Center
2. Develop relationships and collaborate with existing advocacy groups, such as ADS, AARP, Human Services Coalition, Puget Sound Alliance for Retired Americans
3. Develop relationships with state and local legislators

Communications Committee (Marti, Cynthia)

2011 Focus	Expectations	Meeting Frequency
<ol style="list-style-type: none">1. Support all committees with materials and support2. Bring all information about MCAAE together to present the Council in various media formats (mission statements consistent)3. Create a new "brochure"	<ol style="list-style-type: none">1. Continual communications as needed	<ol style="list-style-type: none">2. Weekly communication through email

Website Updates

1. Create an anchor page
2. update rarely
3. Resource page – update and make it more relevant to the AAE community
4. Increase the size of fonts throughout site
5. Update photos
6. Photos & bios that link to individual members' websites for their organization
7. Facebook - "About Us" links everything to website
8. Create a Best Practices page
9. Elevator speech – Create a brief description about the MCAAE (one that every member utilizes)
10. Facebook icons & MCAAE web link used in every members signatures

Seniors Digest - MCAAE members sign-up to write articles in 2011 for Seniors Digest:

April – Cynthia Andrews May – June – Gwendolyn Coates Dotson July – August –	September – Helen Sikov October – Jeannine Skinner November – Rose Floyd December – Michael Lusk
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III. Announcements

Annual Black Media Breakfast

Friday, March 25, 2011

To honor all of the Black Media

World Dance

Central Area Senior Center

Saturday, April 30, 2011

An intergenerational community event

Kidney Health Fest for African American Families

Saturday May 7, 2011

9:00 a.m. to 2:00 p.m.

Location: Van Asselt Elementary (formerly African American Academy), 8311 Beacon Ave. S.; www.nwkidney.org/nkc/aboutUs/news/KidneyHealthFest.html

The retreat was adjourned at 2:00 p.m. The April meeting is scheduled for Friday, April 15, 2011, 2:00 to 3:30 p.m., in the SMT 60th Floor, Room 6030.